



THE GLOBAL ATTRACTIONS INDUSTRY'S

PREMIER EVENT

ORLANDO, FL, U.S.

EDUCATION

NOV.
16-19

SHOW FLOOR

NOV.
17-20

IAAPA.org/IAAPAE expo

WHO IS IAAPA?

IAAPA is the leading global association for the attractions industry, bringing together attractions, suppliers, consultants, and professionals from around the world. Through world-class events, education, and industry connections, IAAPA empowers its members to operate safely, grow sustainably, and create unforgettable guest experiences.

FOUNDED IN
1918

9,500+
MEMBERS

100+
COUNTRIES
AND REGIONS
REPRESENTED

MEMBERS INCLUDE PROFESSIONALS FROM

-  Amusement and Theme Parks
-  Cruise Lines
-  Family Entertainment Centers (FEC)
-  Hotels, Resorts and Casinos
-  Manufacturers and Suppliers
-  Museums and Science Centers
-  Nature and Adventure Attractions
-  Stadiums and Arenas
-  Water Parks

A GROWTH INDUSTRY

1.2 BILLION
theme and amusement
park visits globally

\$65 BILLION
in total spending

**8% ANNUAL
GROWTH**
projected to 2028

TAILORED FOR GLOBAL IMPACT

IAAPA Expos offer innovative opportunities, each catering to specific regions with unique growth trajectories:



IAAPA EXPO MIDDLE EAST

Abu Dhabi, UAE
31 March–2 April 2026
13-15 April 2027



IAAPA EXPO ASIA

Hong Kong SAR, China
10-12 June 2026
Osaka, Japan
29 June - 1 July 2027



IAAPA EXPO EUROPE

London, United Kingdom
22-24 Sept. 2026
Vienna, Austria
21-23 Sept. 2027



IAAPA EXPO

Orlando, FL, U.S.
17-20 Nov. 2026
16-19 Nov. 2027

IAAPA EXPO

NEW FOR 2026



EXPANDING THE SHOW FLOOR BY NEARLY 50% with the addition of the WEST BUILDING creates significantly more opportunities to showcase innovation, attract qualified buyers, and drive visibility, leads, and measurable business growth. This isn't just a larger Expo—it's a HIGHER-PERFORMING, ROI-DRIVEN EXPERIENCE built to meet growing demand and deliver more moments WHERE IMAGINATION MEETS INNOVATION.

Our show floor is STRATEGICALLY ORGANIZED INTO THEMED PAVILIONS, placing your brand alongside complementary products and solutions. This makes it easier for BUYERS to NAVIGATE, COMPARE, AND MAKE PURCHASING DECISIONS FASTER, resulting in more targeted traffic, stronger conversations, and higher-quality leads. It's a smarter layout built to DELIVER MORE VISIBILITY, MORE CONNECTIONS, AND MORE BUSINESS IMPACT FOR YOU!

TURN PRESENCE INTO PERFORMANCE

- ▶ Generate high-quality leads from a concentrated audience of global buyers.
- ▶ Increase brand visibility and awareness with your target market.
- ▶ Launch or showcase products to drive interest and adoption.
- ▶ Strengthen customer and partner relationships through face-to-face engagement.
- ▶ Gather market and competitive insights to inform your industry strategy.



IAAPA EXPO 2025



43,840

Registered Attendees



1,146

Exhibiting Companies

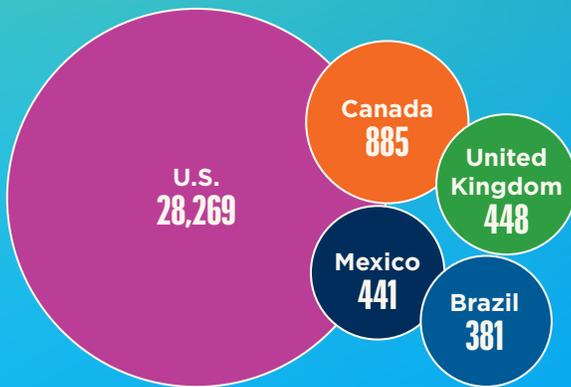


565,520

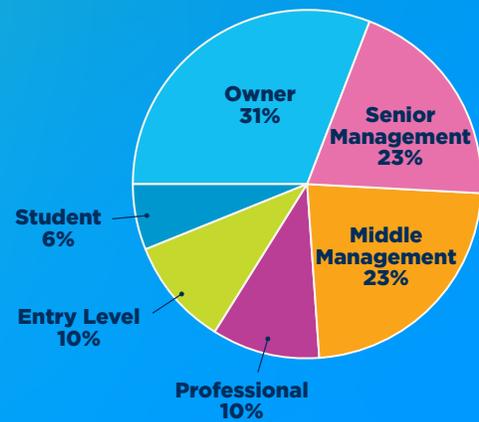
SQ FT Sold

Record-Breaking Attendance

TOP REGISTERED BUYERS BY COUNTRY/REGION



TOP REGISTERED ATTENDEES BY JOB LEVEL



ATTENDEE COMPANY HIGHLIGHTS

AMUSEMENT PARKS AND THEME PARKS

- Disney Experiences
- United Parks & Resorts
- Universal Destinations and Experiences (UDX)
- Six Flags Entertainment Corporation
- Herschend Family Entertainment

FAMILY ENTERTAINMENT CENTERS AND ARCADES

- CEC Entertainment, Inc.
- Urban Air Adventure Park
- Dave & Buster's
- Crayola Experience
- Main Event Entertainment

HOTELS, RESORTS, AND CASINOS

- Marriott International
- Hilton Worldwide
- Boyne Resorts
- Four Seasons Orlando Resort
- Westgate Resorts

MUSEUMS AND SCIENCE CENTERS

- Field Museum of Natural History
- Griffin Museum of Science and Industry (Chicago)
- Space Center Houston
- New York Hall of Science
- Ripley's Believe It or Not! World Entertainment

NATURAL AND ADVENTURE ATTRACTIONS

- Callaway Resort & Gardens
- Anakeesta
- Fall Harvest Orchard
- Doe River Gorge
- The Showcase of Citrus

SHOPPING CENTERS AND MALLS

- Mall of America - Nickelodeon Universe
- Brookfield Properties
- American Dream
- Icon Park

STADIUMS AND ARENAS

- Arena Sports, Inc.
- National Events Center
- Chabad Stadium

WATER PARKS AND RESORTS

- Great Wolf Resorts, Inc.
- Atlantis Paradise Island
- Wet 'n' Wild
- Kalahari Resorts
- Noah's Ark Water Park

ZOOS AND AQUARIUMS

- Georgia Aquarium
- Monterey Bay Aquarium
- John G. Shedd Aquarium
- San Diego Zoo Wildlife Alliance
- Columbus Zoo Family of Parks



NEW FOR 2026

A FRESH LAYOUT BRINGS FRESH OPPORTUNITIES

This EXPANDED, HIGH-PERFORMANCE LAYOUT is designed for maximum exploration and engagement, with experiences across both buildings intentionally driving 40,000+ ATTENDEES THROUGHOUT THE ENTIRE EXPO, including directly to your booth.

SOUTH BUILDING

PAVILIONS

- ▶ Family Entertainment
- ▶ Games & Arcades
- ▶ Inflatables
- ▶ Merchandise (*New Pavilion!*)
- ▶ Show Production & Design
- ▶ Water Park

ATTENDEE EXPERIENCES

EDUSESSIONS

The programming is aligned with featured topics from the South exhibitor pavilions, so attendees can see what they've learned come to life on the show floor.

INNOVATION STAGE

Attendees can discover new solutions and technologies through 20-minute spotlight sessions on a dedicated show floor stage designed to spark engagement and extend meaningful conversations.

THEME LOUNGES AND ENGAGEMENT HUBS

Unique glamping and cruise ship themed lounges, ideal places for recharging or casual networking, as well as attendee meetups in the nature/adventure park and cruise lines/travel destination segments.

REGISTRATION AND SHUTTLE ACCESS

Registration and shuttle pickup/drop-off will be conveniently located in both buildings, boosting foot traffic and making it even easier for buyers to discover your pavilion and booth.

[CLICK HERE TO VIEW THE FLOORPLAN](#)

EXPERIENCE WHAT'S NEXT IN 2026



WEST BUILDING

PAVILIONS

- ▶ First-time Exhibitors
- ▶ Food & Beverage
- ▶ Haunt
- ▶ Operational Services
- ▶ Rides & Equipment

ATTENDEE EXPERIENCES

EDUTALK STAGE

Attendees can learn all about the latest trends and then see them in action at your booth.

CHEF DEMO STAGE

Culinary leaders in the attractions industry provide a firsthand look at the trends and techniques in a space dedicated to Food & Beverage professionals.

HAUNTING GROUNDS

This immersive experience includes a simulated haunt attraction showcasing cutting-edge animatronics, props, special effects, and other nightmarish creations.

IAAPA CENTRAL

The official gateway for attendees to the global attractions community, designed to elevate their careers and professional growth. This is where attendees learn about access to world-class expos, global networking, exclusive research, industry insights, and much more!

INNOVATION HUB

The destination to explore what's new and next in attraction industry innovation, featuring future-focused solutions transforming operations and guest experiences.

WHAT'S NEW THEATER

The destination for future-focused solutions in the attractions industry.

[CLICK HERE TO VIEW THE FLOORPLAN](#)

DISCOVER HOW THE BUSINESS OF FUN GETS DONE



IAAPA EXPO 2026 EXHIBIT PRICING

EARLY BIRD
(THROUGH FEB. 13, 2026)

STANDARD
(AFTER FEB. 14, 2026)

Member rate per square foot	\$36.50	\$38.50
Nonmember rate per square foot	\$46	\$48
Turnkey Booth (shell) Member rate per square foot	\$70.50	\$72.50
Turnkey Booth (shell) Nonmember rate per square foot	\$80	\$82
Outdoor Space Rate (400–999 sq. ft.)	\$13.50	\$13.50
Outdoor Space Rate (1,000–2,999 sq. ft.)	\$12.50	\$12.50
Outdoor Space Rate (3,000+ sq. ft.)	\$11.50	\$11.50
Outdoor Promotion (for exhibitors with at least 2,000 sq. ft. indoors)	Complimentary	Complimentary
Corner Fee (per corner) minimum of 400 sq. ft. required	\$300	\$300
Island Fee (for exhibits less than 800 sq. ft.)	\$1,150	\$1,150
Compulsory Insurance Fee	\$100	\$100

Minimum square footage is 10'x10'.

NEW TO THE INDUSTRY? BOOK A TABLETOP EXHIBIT

They are an economical way to showcase your company's products and services. These 5'x10' booths include carpet, table, chairs, counter high table, and a sign. Availability is limited, and space will be assigned after Space Allocation (March 2-20, 2026).

Member Rate: \$2,000 | Nonmember Rate: \$2,500



Contact ExhibitSales@IAAPA.org for more information.

IAAPA EXPO HAS IT ALL



OUTDOOR PROMOTION

This valuable program is for exhibitors who want to exhibit products and rides in a unique environment. When booking 2,000 square feet or more inside, receive up to the same amount of square footage outside, complimentary. Contact ExhibitSales@IAAPA.org for more information.

GLOBAL EXHIBITOR DISCOUNT



Companies who exhibit at 3 IAAPA Expos in 2026 will earn a \$2 discount on their exhibit fee for IAAPA Expo 2026. Companies who exhibit at 4 IAAPA Expos in 2026 will earn a \$2.50 discount on their exhibit fee for IAAPA Expo 2026. The discount is applied to the balance due on the statement issued for the final payment for IAAPA Expo only.

ADD VALUE WITH MEMBERSHIP

IAAPA membership delivers immediate value—members save \$900+ on booth space and receive priority booth assignment before nonmembers. Renewing with a contract protects your seniority and strengthens your position on the show floor.

Visit IAAPA.org/Membership

INCREASE YOUR EXPOSURE



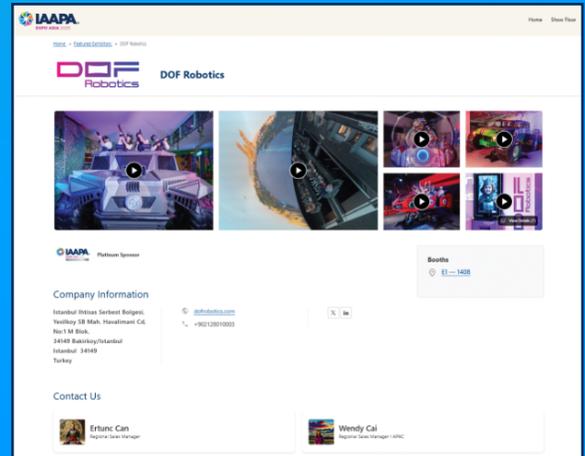
GET NOTICED FIRST WITH A DIGITAL BOOTH UPGRADE

Supercharge your reach! Build awareness of your products and services before each Expo and drive engagement on the show floor.

You'll gain powerful advantages like:

- ▶ Premier Placement in Search Results
- ▶ Highlighted Booth on Floorplan
- ▶ Featured Exhibitor Listing
- ▶ Enhanced Content Options

Whether your focus is driving booth traffic, elevating brand visibility, or generating leads that fuel long-term success, we equip you with the tools to make it happen.



Contact ExhibitSales@IAAPA.org for more information.

TARGETED SOLUTIONS



AMPLIFY YOUR EXPOSURE THROUGH SPONSORSHIP

Partner with us for enhanced exposure to a targeted audience through premium branding placements, exclusive speaking opportunities, and direct engagement with the audiences that matter most. Act quickly - premium opportunities are filling fast.

Contact Sponsorship@IAAPA.org



MAXIMIZE YOUR REACH WITH STRATEGIC ADVERTISING

IAAPA offers a range of advertising opportunities designed to connect your brand with industry professionals. Reach specific industry segments or maximize visibility, through bundled online, digital, and print opportunities.

Contact Advertising@IAAPA.org

SHOWCASE YOUR INNOVATION AND GROW WITH IAAPA.



CONTACT

ExhibitSales@IAAPA.org
today to secure your
booth space!